



Waynesboro Innovative Student Entrepreneur Competition

www.RevitalizingDowntownWaynesboro.com

Facade Improvements

The City of Waynesboro, through a FY11 Community Development Block Grant (CDBG) award, has budgeted up to \$175,000 to provide matching grant/deferred loans to property owners within the CDBG revitalization area for facade improvements.

FAÇADE IMPROVEMENTS

FILE



Goals

- Develop young, entrepreneurial culture downtown
- Occupy downtown vacancies
- Build on current initiatives and momentum



Approach

- Advisory board
- Waynesboro Economic Development Authority
- Outreach



An Opportunity to Launch Your Business Idea

The WISE competition will engage students from local colleges and universities in an entrepreneurial business proposal competition. Awardees will be provided \$5,000 plus space in downtown Waynesboro to launch their business idea.

Applications & information can be found online at:

www.GrowWaynesboro.com

City of Waynesboro Virginia

301 West Main Street
Waynesboro, Virginia 22980
540.762.6664
www.WaynesboroVA.com
info@cityofwaynesboro.va.us



Competition Design

- Application
- Business Proposal
- Presentations
- Awardees
- Trainings
- Grand openings



Outcomes

- 4 applications (change in schedule)
- 4 business proposals
- Presentations scheduled for April EDA meeting



Lessons Learned

- Awareness of current local efforts
- Partnerships
- Student buy-in
- Bricks & Mortar vs. business concept

